

ABSTRACT

A liquid crystal display apparatus comprises a liquid crystal display unit including a pair of substrates, at least one of which is transparent, a liquid crystal layer sandwiched by the pair of substrates, a plurality of electrodes for applying an electric field to at least one of the pair of substrates, and a plurality of active elements connected to the plurality of electrodes; a lighting device including a plurality of light sources; and a control unit for controlling ON/OFF of at least one light source for each of regions, into which the lighting device is divided, based on a display response of said liquid crystal display unit.

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